Library resources for company information and analysis
Business content can be searched by going to: www.loyalistlibrary.com > eresources tab > Magazine/Journal & Online Databases by Subject > Business (Student number and password are needed for off campus access)

A. Company profiles and financial data
   1. Business Directories Online – the following resources contain basic company info (key personnel, financial data, NAICS/product classifications, etc.):
      • MarketLine Company Profiles (Ebsco)
      • Hoover’s Company Records (ProQuest)
      • Scott’s Ontario (Scott’s Directories)
      • Financial Services Canada (Grey House Publishing)
       Search Tip: Follow an NAICS code in a business directory to find a company’s key competitors.

   2. Internet Resources
      • SEDAR (Canadian Securities Information and documents) – www.sedar.com
      • Company Website (watch for bias – lack of critical information)

B. Critical analysis – think SWOT and PESTLE
   1. Magazines and Journals: provide information and analyses about companies, are often written by company outsiders, and often present a broader context. Use the following resources to search for journal and magazine articles that analyze business, management and related issues:
      • Business Source Premier (Ebsco)
      • CBCA Business (ProQuest)
      • Regional Business News (Ebsco)
      • Gale Business Collection (Gale)
      • Insurance & Liability Collection (Gale)
       Search Tip: use an advanced search to search by company name, or to include extra terms in your search, e.g., “b2b”; “Business-to-business transactions”; management; employees; customer satisfaction, etc.

   2. Newspaper databases: search major daily Canadian newspapers for recent business news and reaction. Go to: www.loyalistlibrary.com > eresources tab > News & Newspaper Databases (login and password needed for off campus access)
       Search Tip: Choose Canadian Newsstand Major Dailies to search all daily newspapers at once.

C. Industry Statistics
   Canadian Industry Statistics (Industry, Science and Economic Development Canada)
   https://www.ic.gc.ca/eic/site/cis-sic.nsf/eng/home

   For other resources please see our Business and Management Research Guide or search OneSearch at www.loyalistlibrary.com

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